

Remember to Say
KRAFT
before you say
CHEESE



KRAFT-PHENIX
CHEESE COMPANY

Mrs. C. J. Maher and children and Mrs. Glenn Johnson and daughter Jo Ann were the guests Friday of Mrs. H. B. Linderman of Poppy street.

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SPORTS

\$10,000 L. A. Open Golf Meet Draws World's Greatest Stars



Eddie Loos, former California open champion and a strong favorite to finish week up in the money in the Los Angeles \$10,000 open golf tournament which will be held at Riviera Country Club on January 11-12-13. Loos' fairway career dates back to 1916, when he was a member of the famous War Relief International team. One of the latest feathers in his cap is the Shawnee open title, which he won in 1927.

turn out to watch the combined army of the finest amateur and professional talent in the country endeavor to pull MacDonald Smith from his throne in the fourth annual Los Angeles \$10,000 open tournament at Riviera on January 11-12-13, will witness one of the most brilliant exhibitions of tee-and-green skill in the history of West-coast fairways.

Walter Hagen, holder of nine national championships in the United States and Great Britain, and captain of the American Ryder Cup team, will make his first appearance in the big Los Angeles classic. Since the advent of the \$10,000 open, Hagen has struck rather close to Florida, but this year he was compelled to visit Southern California by the tales of ideal mid-winter golfing weather and generous purses which are being offered by Southland tournament committees.

Hagen's performances on local fairways during the past few weeks have served to make him a heavy favorite to win the Los Angeles open event. He plays a game of all-around championship caliber and proved in the recent Catalina open that he is capable of staging a garrison finish even in the face of certain defeat. Hagen finished one stroke behind the winner, young Horton Smith, after finishing four strokes with only three more holes to play. Instead of taking it

Edison Report Reveals Growth

15,447 Horsepower Added During Year in This District, Says Koerner

The year 1928 is to be a year of great commercial activity for the Southern California Edison company in the Redondo Beach district, according to word brought back by C. W. Koerner, district manager, from the annual district managers' meeting at the Baltimore Hotel in Los Angeles, Friday, Dec. 28.

"A quota of 6000 range sales is scheduled for the Southern California Edison Company system for 1929," said Mr. Koerner. "Of this total, we in this district have promised to sell 125. Electric appliances of all kinds have taken hold of the popular fancy and the consumers' acceptance of the modern labor saving devices in growing day by day. This is particularly true in the big territory comprising the Redondo Beach district."

Throughout the United States the average kilowatt hour consumption by domestic consumers for all purposes is 429 kilowatt hours per year. On the lines of the Southern California Edison Company records show a use of 560 kilowatt hours per consumer per year. This figure covers domestic use of electricity only.

During the twelve months ending December 30, 1928, new business totaling 15,447 horsepower was taken on the lines in the Redondo Beach district. Budget appropriations have been made for this district to care for the re-enforcement of the distributing system to meet the demands for additional horsepower that come with the growth of the communities within the district.

"Everything points to a big year in 1929," said Mr. Koerner. "All our estimates and anticipated accomplishments have been checked thoroughly. We know that Southern California must continue to grow and prosper and we are prepared to take care of the electrical needs of this entire territory."

WORK ON BRIDGE

The contract for a re-inforced concrete bridge to be built for the government in Pine Valley, San Diego county, has been awarded the firm of Linderman and Dueker, Inc. H. B. Linderman, Paul Dueker and Carl Rasmussen spent from Friday till Monday at Pine Valley, viewing the site of the bridge and making arrangements for the work which will commence in the near future. The cost of the bridge is estimated at \$40,000 and the majority of workers will be recruited from this locality.



What on earth are you doing, Junior?
Just wonderin'!
How in heck is SANTA CLAUS going to shove into this sock
That RADIO he's going to get me at

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Steamers Trim Torrance Sails

San Pedro Team Wins Fast Sunday Game by 5 to 3 Score

Torrance hopes for a tie for first place in the League standing were dashed Sunday when they met defeat 5 to 3 at the hands of the Pacific Steamship club at San Pedro. A win for Torrance on Sunday would have put them in good shape to finish the season at the top. With but two more games to go in the league schedule Torrance probably will not be able to overcome the handicap but, at any rate, will finish well up with the leaders.

While Torrance has no alibis to furnish for their defeat of Sunday, it is just possible that the field conditions at San Pedro contributed a great deal to their downfall. With every infielder and outfielder facing a blinding sun several chances fell safe which ordinarily would have gone for outs and out of runs.

However, Joe Storti, the Steamship ace, was in good shape, and only once did he find himself in a tight hole, in the 4th inning when with three men on bases and only one out, he got down Goldman on strikes and Harris flew out to centerfield. Torrance's chances to score after that were few. Only in the seventh inning did they push over one more run but hopes quickly died when Harris and Ducauan were neatly pegged off.

Frost in center field accepted three hard chances, and drove in Torrance's second run in the fifth with a neat two-bagger.

On January 6 Torrance will play the Wilmington Tigers at Wilmington.

The line-up:

Torrance	ABRHOAE
Atwood, 2b	5 0 2 0 3 0
Frost, cf	5 0 1 3 0 0
Goldman, rf	4 2 2 0 0 0
Harris, c	4 0 2 9 1 0
Ducauan, lf	4 0 1 1 0 0
Wolfe, 3b	4 0 1 2 1 0
Salazar, ss	4 0 0 1 0 0
Claypool, 1b	2 0 0 9 1 0
Ferguson, p	4 1 1 0 2 0
Totals	36 3 9 24 9 0
Pacific S. S.	ABRHOAE
Blenkiron, rf	5 2 4 1 0 0
Hubbel, 2b	5 1 1 0 2 0
Menges, 3b	2 0 2 4 2 0
Biggs, cf	3 0 0 3 0 0
L. Storti, ss	5 0 1 2 2 0
T. Police, lf	3 0 0 1 0 0
Lochar, 1b	4 1 1 4 0 0
Perez, c	4 0 0 12 1 0
J. Storti, p	4 1 1 1 1 0
Gomez, lf	1 0 0 0 0 0
Totals	36 5 11 27 8 0

The summary: bases on balls, off Ferguson 5, off Storti 2; two base hits, Menges, Lochar, Frost, Goldman; three base hits, L. Storti, Blenkiron 2, J. Storti; struck out, by Ferguson 7, by Storti 11; time of game 2 hours.

We Are Sincere

In our expression of appreciation for the hearty welcome given our new Cafe on its opening in this city.

We take this moment to thank the many friends and patrons for the beautiful floral tributes and their words of congratulation.

Our best efforts will be shown in a spirit of real "SERVICE"

Ferncroft Cafe

O. MIKELSON, Prop.
Masonic Building
Sartori Avenue

Appreciation

WE, THE UNDERSIGNED, WISH TO TAKE THIS OPPORTUNITY TO EXPRESS OUR SINCERE THANKS AND APPRECIATION FOR THE WONDERFUL WELCOME EXTENDED TO US BY THE HUNDREDS OF FRIENDS WHO VISITED THE NEW AUTO MART ON OPENING DAY.

WE CANNOT HELP BUT FEEL THE SPONTANEOUS EXPRESSIONS OF CORDIALITY ACCORDED US AND WILL THRU THE DAYS OF THE FUTURE STRIVE TO MERIT SUCH PRONOUNCED GOOD WILL.

JACK HANSON
JACK BARNES
FRED PALMER

THE NEW AUTO MART

MARCELINA AT CRAVENS